

**FIRST 5 PLACER  
CHILDREN'S & FAMILIES COMMISSION (CFC)**

**Meeting Minutes, December 8, 2005**

Attendees – Commissioners & Staff:

**Tamara Lieberman**, Chair-Commissioner, Community Based Organization  
**Elaine Rowen, Ph.D.**, Commissioner, Early Education  
**Jim Holmes**, Commissioner, Board of Supervisors, District #3  
**Dr. Sandra Naylor-Goodwin**, Vice Chair-Commissioner, Children's Behavioral Health  
**Catherine Goins**, Commissioner, Childhood Development  
**Don Ferretti**, CFC Director  
**Jo McCormack**, CFC/HHS County Counsel  
**Nancy Baggett**, CFC/HHS Staff Support/Administration  
**Mike Romero**, CFC/HHS Staff Support/Epidemiology  
**Bobbie Reagan**, CFC/HHS Staff Support

Commissioners & Staff Not in Attendance:

**Bob McDonald**, Commissioner, Early Intervention  
**Dr. Richard Burton**, Commissioner, Placer County Health Officer  
**Cathy Capps**, CFC/HHS Staff Support

Public Attendees:

**Paul McIntyre**, Kids Involuntarily Inhaling Secondhand Smoke (KIIS)  
**Kathleen Shenk**, Child Abuse Prevention Council (CAPC)

## **Call Meeting to Order**

Meeting called to order at 4:40 pm

### **I. Public Comment**

Persons may address the Commission on items not on this agenda. Please note that although the Commission is very interested in your concerns, the California Brown Act prohibits the Commission from taking any action at this meeting on items not published on this agenda.

Paul McIntyre, from Kids Involuntarily Inhaling Secondhand Smoke (KIIS), requested information from the Commission on funding for the printing of additional KIIS brochures. Several suggestions were made including amending their contract and applying for a mini grant of \$5,000 to the board, along with numerous names and contact information for Paul to follow-up on.

### **II. Approval of Minutes**

**Motion to approve the minutes from November 10, 2005 meeting.**

Rowen / Goins / Unanimous

### **III. Partner Presentations**

Child Abuse Prevention Council (CAPC) - Thrive by Five and Home Visiting Programs

Kathleen Shenk provided an in depth overview of both programs and notified the Commission that Linda Peterson, Manager of the Home Visiting Program, has stepped down andCarolynn Spezza will be the new Manager.

### **IV. Commission Action Items**

#### **1. First 5 - Placer Public Relations/Marketing Plan**

The Commission has been discussing the need for a Public Relations/Marketing Plan. The plan would be developed in collaboration with Rogers & Assoc. (Rogers & Assoc. is a PR firm under contract to the State Commission to provide technical communications assistance for local commissions). To be effective and provide a meaningful context, however, the Public Relations/Marketing Plan needs to address specific communication goals that the commission would like to accomplish.

To this end, the Executive/Finance Committee offers the following 2006 First 5-Placer PR /Marketing Goals for the Commission's consideration and approval.

- Increase awareness among Placer County residents on how a child's brain develops most dramatically during the first five years of life so the general public's behaviors toward young children supports their development.

- Increase awareness among Placer County residents of the services/outcomes of First 5 Placer individual partners (contracted agencies) so people will use their services when needed and/or inform others of their availability.
- Increase awareness among Placer County residents of First 5 Placer resulting in the Commission receiving more on-going input from the community and it's Commissioners receiving additional recognition for what they are doing to improve the lives of local children ages 0 to 5 and their families countywide.

**Action Requested**

Approve the 2006 Public Relations/Marketing Goals.  
Rowen / Goins / Unanimous

**2. Recruitment for Tahoe Representation on the Commission**

Commissioner Lieberman will be leaving her position on the board. She has represented the Lake Tahoe area.

The Executive/Finance committee recommends that the recruitment announcement to fill the seat vacated by Commissioner Lieberman focus on finding someone to continue representing the Lake Tahoe region.

**Action Requested**

Approve the initiation of a recruitment process for a Commissioner representing the Lake Tahoe Region.

**Holmes / Naylor-Goodwin / Unanimous**

Commissioner Lieberman will officially resign from her post on March 31, 2006.

**V. Information/Discussion Items:**

The Commissions annual Strategic Planning Meeting is set for January 12<sup>th</sup> and 13<sup>th</sup>. The Executive/Finance Committee met with the meeting facilitator and developed a rough agenda. The Draft Agenda was presented to the Commission for comments and discussion.

**VI. Commissioner Report**

Commissioner Naylor-Goodwin – Attended a Learning Conversation with PCOE-CARES Project. She mentioned that after attending she has a better understanding of the partners and their plan. She encourages all Commissioners to attend a Learning Conversation.

The next scheduled Learning Conversation with a partner will be:

- Bobbie Brown on December 15, 1:00-4:30, at the Shiloh Center in Auburn, and
- Kids Zone on December 20, 12:30-4:00 in Truckee.

Commissioner Rowen – Shared an article from the Sac Bee dated November 20<sup>th</sup>, 2005, noting what Britain thinks about Universal Pre-School.

Commissioner Holmes – Attended the annual Family Violence Workshop meeting in San Jose, and shared with everyone the devastating effects that methamphetamine is having on our 0-5 population, and how it touches the family also.

**VII. Advisory Committee Reports:**

Community Collaborative of Tahoe/Truckee

None

Community Resource Committee (CRC)

None

Placer Collaborative Network

None

**VIII. Director's Report**

- Planning Grant Collaborative – Kids Healthy Insurance Initiative– Grant was funded for \$50,000. Don will be working with Bob Long, Clinic Manager for HHS.
- School Readiness - Kings Beach Elementary is the only school in Placer County that is eligible for the State funding. The current program ends this fiscal year, however we were notified that we are eligible to receive four years of additional funding, beginning next fiscal year, which will be \$154,797 per year. A new plan must be submitted with the approval of the CFC Commission.

On January 19, 2006, in Tahoe, the School Readiness partners will meet to develop the new plan. Basically this will be selecting from a menu of activities that the State directs us to select with a consensus process to choose the activities. Eventually this will become an action item for the Commission. The State also requires a match, and we used the money that was funded to the Family Resource Center in Kings Beach as the match.

- The next Partner Lunch is January 9, 2006 at the PCOE-Annex in Auburn, hosted by UC Cooperative Extension - Early Literacy, with Paula Anderson. This event is always during the regular lunchtime. A presentation is provided and the CFC partners are in attendance.

Meeting Adjourned: 6:00 pm

## Draft Agenda

### Jan 12 – 4:00 to 8:00 pm

(Dinner – Menu selection or banquet)

- Introductory Exercise
- Commission Mission
- Food for Thought Video/Discussion (Why do we exist?)
- Packet & Day #2 Preview/Questions
- Fiscal Overview

### Jan. 13<sup>th</sup> – 8:00 to 4:00

(Breakfast – muffins, rolls, bagels, coffee and tea.)

(Break out for lunch – Menu)

- Current Strategic Plan – Outcomes and Programs
- Organization (bubble) and operations
- Key accomplishments – Future?
- PR Plan - Discuss & Next Steps Presentation
- Strategic Plan Up-Date process
  1. Community Input
  2. Timeline 2007-2010
  3. Themes
- Next Steps – how we will individually and collectively move the plan forward.

## **OBJECTIVES**

- Connect member expectations with the Mission
- Cultivate a better understanding of what the Commission does and how it works
- Reflect on key accomplishments
- Prepare the ground work for the 2007-2010 Strategic Plan
- Generate excitement and commitment for the next steps